

### **REMARKS**

Applicant respectfully requests entry of the following amendments and remarks contained herein in response to the Office Action mailed April 25, 2007. Applicant respectfully submits that the amendment and remarks contained herein place the instant application in condition for allowance.

Upon entry of the amendments in this response, claims 21 – 40 are pending. In particular, Applicant amends claims 21, 28, and 35. Reconsideration and allowance of the application and presently pending claims are respectfully requested.

#### **I. Examiner Interview**

Applicant first wishes to express his sincere appreciation for the time that Examiner Garg spent with Applicant's Attorney, Anthony Bonner, during a telephone discussion on July 6, 2007 regarding the outstanding Office Action. During that conversation, Examiner Garg and Mr. Bonner discussed potential arguments and amendments with regard to claim 21, in view of *Mlnte*. The general thrust of the potential principal arguments included a discussion of at least one embodiment of the present application disclosing a first search field configured to facilitate a search of a predetermined first criteria, the plurality of search fields including a second search field configured to facilitate a search of a predetermined second search criteria, the plurality of search fields including a key field configured to facilitate a search across the first search field and the second search field. Thus, Applicant respectfully requests that Examiner Garg carefully consider this response and the amendments.

II. Rejections Under 35 U.S.C. §103

A. Claim 21 is Allowable Over *Minte* in view of *Yeager*

The Office Action indicates that claim 21 stands rejected under 35 U.S.C. 103(a) as allegedly being unpatentable over 2002/0046118 ("*Minte*") in view of U.S. Patent Number 5,950,190 ("*Yeager*"). Applicant respectfully traverses this rejection for at least the reason that *Minte* in view of *Yeager* fails to disclose, teach, or suggest all of the elements of claim 21. More specifically, claim 21 recites:

A system for communicating information about an advertisement, comprising:

logic in an advertisement content server configured to receive advertisement information associated with a plurality of advertisers;

logic in an advertisement content server configured to store the information as records within defined fields;

logic in an advertisement content server configured to provide, to a user, a search window that includes a plurality of search fields, the plurality of search fields configured to receive user-defined search criteria, ***the plurality of search fields including a first search field configured to facilitate a search of a predetermined first criteria, the plurality of search fields including a second search field configured to facilitate a search of a predetermined second search criteria, the plurality of search fields including a key field configured to facilitate a search across the first search field and the second search field;***

logic in an advertisement content server configured to receive a search request from the user;

logic in an advertisement server configured to receive, from a user, at least one search term, the at least one search term being related to at least one of the defined fields;

logic in an advertisement content server configured to perform a search function according to the at least one search term; and

logic in an advertisement content server configured to transmit to the user at least a portion of information resulting from the search function.

***(emphasis added)***

Applicant respectfully submits that claim 21, as amended, is allowable over the cited art for at least the reason that *Minte* in view of *Yeager* fails to disclose, teach, or suggest a "system for communicating information about an advertisement, comprising... logic in an advertisement content server configured to provide, to a user, a search window that includes a plurality of

search fields, the plurality of search fields configured to receive user-defined search criteria, *the plurality of search fields including a first search field configured to facilitate a search of a predetermined first criteria, the plurality of search fields including a second search field configured to facilitate a search of a predetermined second search criteria, the plurality of search fields including a key field configured to facilitate a search across the first search field and the second search field*" as recited in claim 21, as amended. More specifically, *Minte* discloses "consumers may use an Internet search engine to find access to the Web Mall-site" (page 4, paragraph [0033]). However, Applicant respectfully submits that this is different than the elements of claim 21 for at least the reason that utilizing an Internet search engine is different than providing a plurality of search fields, where the plurality of search fields includes a first search field, a second search field and a key field. For at least this reason, claim 21, as amended, is allowable over the cited art.

Additionally, *Yeager* fails to overcome the deficiencies of *Minte*. More specifically, *Yeager* discloses a "separate input field 53 is positioned adjacent each parameter button 52 to allow a user to input corresponding search terms into one or more of the blank fields" (column 10, line 22). However, Applicant respectfully submits that *Yeager* fails to disclose all of the elements of claim 21, as amended, for at least the reason that a separate input field is different than providing a plurality of search fields, where the plurality of search fields includes a first search field, a second search field and a key field. For at least this additional reason, claim 21, as amended, is allowable over the cited art.

**B. Claim 28 is Allowable Over *Minte* in view of *Yeager***

The Office Action indicates that claim 28 stands rejected under 35 U.S.C. 103(a) as allegedly being unpatentable over 2002/0046118 ("*Minte*") in view of U.S. Patent Number 5,950,190 ("*Yeager*"). Applicant respectfully traverses this rejection for at least the reason that

*Minte* in view of *Yeager* fails to disclose, teach, or suggest all of the elements of claim 28. More specifically, claim 28 recites:

A method for communicating information about an advertisement, comprising:  
receiving, by a computing device, advertisement information associated with a plurality of advertisers;  
storing, by a computing device, the information as records within defined fields;  
providing, by a computing device, to a user, a search window that includes a plurality of search fields, the plurality of search fields configured to receive user-defined search criteria, the plurality of search fields including **a first search field configured to facilitate a search of a predetermined first criteria, the plurality of search fields including a second search field configured to facilitate a search of a predetermined second search criteria, the plurality of search fields including a key field configured to facilitate a search across the first search field and the second search field;**  
receiving, by a computing device, a search request from the user;  
receiving, by a computing device at least one search term from a user, the at least one search term being associated with at least one of the defined fields;  
performing a search function, by a computing device, according to the at least one search term; and  
transmitting, by the computing device, at least a portion of information resulting from the search function to the user.

**(emphasis added)**

Applicant respectfully submits that claim 28, as amended, is allowable over the cited art for at least the reason that *Minte* in view of *Yeager* fails to disclose, teach, or suggest a "method for communicating information about an advertisement, comprising... providing, by a computing device, to a user, a search window that includes a plurality of search fields, the plurality of search fields configured to receive user-defined search criteria, the plurality of search fields including **a first search field configured to facilitate a search of a predetermined first criteria, the plurality of search fields including a second search field configured to facilitate a search of a predetermined second search criteria, the plurality of search fields including a key field configured to facilitate a search across the first search field and the second search field**" as recited in claim 28, as amended. More specifically, *Minte* discloses "consumers may use an Internet search engine to find access to the Web Mall-site" (page 4,

paragraph [0033]). However, Applicant respectfully submits that this is different than the elements of claim 28 for at least the reason that utilizing an Internet search engine is different than providing a plurality of search fields, where the plurality of search fields includes a first search field, a second search field and a key field. For at least this reason, claim 28, as amended, is allowable over the cited art.

Additionally, *Yeager* fails to overcome the deficiencies of *Minte*. More specifically, *Yeager* discloses a "separate input field 53 is positioned adjacent each parameter button 52 to allow a user to input corresponding search terms into one or more of the blank fields" (column 10, line 22). However, Applicant respectfully submits that *Yeager* fails to disclose all of the elements of claim 28, as amended, for at least the reason that a separate input field is different than providing a plurality of search fields, where the plurality of search fields includes a first search field, a second search field and a key field. For at least this additional reason, claim 28, as amended, is allowable over the cited art.

**C. Claim 35 is Allowable Over *Minte* in view of *Yeager et al.***

The Office Action indicates that claim 35 stands rejected under 35 U.S.C. 103(a) as allegedly being unpatentable over 2002/0046118 ("*Minte*") in view of U.S. Patent Number 5,950,190 ("*Yeager*"). Applicant respectfully traverses this rejection for at least the reason that *Minte* in view of *Yeager* fails to disclose, teach, or suggest all of the elements of claim 35. More specifically, claim 35 recites:

A computer readable medium for communicating information about an advertisement, comprising:

logic at a computing device configured to instruct a programmable device to receive advertisement information associated with a plurality of advertisers;

logic executable by a computing device configured to instruct a programmable device to store the information as records within defined fields;

logic executable by a computing device configured to instruct a programmable device to provide, to a user, a search window that includes a plurality of search fields, the plurality of search fields configured to

receive user-defined search criteria, the plurality of search fields ***including a first search field configured to facilitate a search of a predetermined first criteria, the plurality of search fields including a second search field configured to facilitate a search of a predetermined second search criteria, the plurality of search fields including a key field configured to facilitate a search across the first search field and the second search field;***

logic executable by a computing device configured to instruct a programmable device to receive a search request from a logic executable by a computing device configured to instruct a programmable device to receive at least one search term from the user; the at least one search term being associated with at least one of the defined fields;

logic executable by a computing device configured to instruct a programmable device to perform a search function according to the received search term; and

logic executable by a computing device configured to instruct a programmable device to transmit to the user at least a portion of information resulting from the search function.

***(emphasis added)***

Applicant respectfully submits that claim 35, as amended, is allowable over the cited art for at least the reason that *Minte* in view of *Yeager* fails to disclose, teach, or suggest a “computer readable medium for communicating information about an advertisement, comprising... logic executable by a computing device configured to instruct a programmable device to provide, to a user, a search window that includes a plurality of search fields, the plurality of search fields configured to receive user-defined search criteria, the plurality of search fields ***including a first search field configured to facilitate a search of a predetermined first criteria, the plurality of search fields including a second search field configured to facilitate a search of a predetermined second search criteria, the plurality of search fields including a key field configured to facilitate a search across the first search field and the second search field***” as recited in claim 35, as amended. More specifically, *Minte* discloses “consumers may use an Internet search engine to find access to the Web Mall-site” (page 4, paragraph [0033]). However, Applicant respectfully submits that this is different than the elements of claim 35 for at least the reason that utilizing an Internet search engine is different than providing a plurality of search fields, where the plurality of search fields includes a first

search field, a second search field and a key field. For at least this reason, claim 35, as amended, is allowable over the cited art.

Additionally, *Yeager* fails to overcome the deficiencies of *Minte*. More specifically, *Yeager* discloses a "separate input field 53 is positioned adjacent each parameter button 52 to allow a user to input corresponding search terms into one or more of the blank fields" (column 10, line 22). However, Applicant respectfully submits that *Yeager* fails to disclose all of the elements of claim 35, as amended, for at least the reason that a separate input field is different than providing a plurality of search fields, where the plurality of search fields includes a first search field, a second search field and a key field. For at least this additional reason, claim 35, as amended, is allowable over the cited art.

**D. Claims 22 – 25, 27, 29 – 32, 34, 36 – 38, and 40 are Allowable Over *Minte* in view of *Yeager***

The Office Action indicates that claims 22 – 25, 27, 29 – 32, 34, 36 – 38, and 40 stands rejected under 35 U.S.C. 103(a) as allegedly being unpatentable over *Minte* in view of *Yeager*. Applicant respectfully traverses this rejection for at least the reason that *Minte* in view of *Yeager* fails to disclose, teach, or suggest all of the elements of claim 22 – 25, 27, 29 – 32, 34, 36 – 38, and 40. More specifically, dependent claims 22 – 25 and 27 are believed to be allowable for at least the reason that these claims depend from allowable independent claim 21. Dependent claims 29 – 32 and 34 are believed to be allowable for at least the reason that they depend from allowable independent claim 28. Dependent claims 36 – 38 and 40 are believed to be allowable for at least the reason that they depend from allowable independent claim 35. *In re Fine, Minnesota Mining and Mfg. Co. v. Chemque, Inc.*, 303 F.3d 1294, 1299 (Fed. Cir. 2002).

**E. Claims 26, 33, and 39 are Allowable Over *Minte* in view of *Yeager* further in view of *Stein***

The Office Action indicates that claims 26, 33, and 39 stands rejected under 35 U.S.C. 103(a) as allegedly being unpatentable over *Minte* in view of *Yeager* and further in view of U.S. Patent Number 5,826,241 ("*Stein*"). Applicant respectfully traverses this rejection for at least the reason that *Minte* in view of *Yeager* and further in view of *Stein* fails to disclose, teach, or suggest all of the elements of claim 26, 33, and 39. More specifically, dependent claim 26 is believed to be allowable for at least the reason that this claim depends from allowable independent claim 21. Dependent claim 33 is believed to be allowable for at least the reason that it depends from allowable independent claim 28. Dependent claim 39 is believed to be allowable for at least the reason that it depends from allowable independent claim 35. *In re Fine, Minnesota Mining and Mfg. Co. v. Chemque, Inc.*, 303 F.3d 1294, 1299 (Fed. Cir. 2002).



### **CONCLUSION**

In light of the foregoing amendments and for at least the reasons set forth above, Applicant respectfully submits that all objections and/or rejections have been traversed, rendered moot, and/or accommodated, and that the now pending claims are in condition for allowance. Favorable reconsideration and allowance of the present application and all pending claims are hereby courteously requested.

Any other statements in the Office Action that are not explicitly addressed herein are not intended to be admitted. In addition, any and all findings of inherency are traversed as not having been shown to be necessarily present. Furthermore, any and all findings of well-known art and Official Notice, or statements interpreted similarly, should not be considered well-known for the particular and specific reasons that the claimed combinations are too complex to support such conclusions and because the Office Action does not include specific findings predicated on sound technical and scientific reasoning to support such conclusions.

If, in the opinion of the Examiner, a telephonic conference would expedite the examination of this matter, the Examiner is invited to call the undersigned attorney at (770) 933-9500.

Respectfully submitted,

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